

TRAINING

Business Developer

LEARNING OBJECTIVES

- Understand the role and key levers of the business developer within an organisation
- Implement a structured, multichannel prospecting strategy
- Master lead generation, follow-up and sales outreach tools
- Build a proactive, results-driven mindset for business development

TRAINING DURATION

2 days (14 hours)

TARGET AUDIENCE

Business development, sales and company growth professionals

PREREQUISITES

None

ACCESS TIME

Eligibility based on application and interview with the Experience team: response within 48 hours.

PRICE

- Inter-company training: €1,680 excl. VAT per person
- Intra-company / tailor-made training: on request

Crews Education

3 rue Lac du Mont-Cenis, BP 70408, 73370 Le Bourget du Lac, FRANCE
Tél : +33 (0)4 80 81 94 50 - Email : contact@crews-education.com
www.crews-education.com



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Where you belong

DETAILED PROGRAM

- The role of the Business Developer
 - Overview of missions, KPIs and objectives
 - Posture, mindset and key soft skills
 - Interaction with marketing, product and finance teams
- Prospecting strategy
 - Defining target audiences and priority segments
 - Prospecting techniques: social selling, cold calling, emailing
 - Using LinkedIn, Lusha, Kaspr, Dropcontact, PhantomBuster...
- Lead generation and qualification
 - Lead magnets, campaigns, events and webinars
 - Fast qualification: scoring criteria and buying signals
 - Structuring prospecting files and CRM
- Business developer tools
 - Selecting and setting up a CRM
 - Automating prospecting sequences
 - Tracking dashboards, alerts and follow-ups
- Sales pitch and argumentation
 - Short, context-adapted pitches (email, call, video call, trade show...)
 - Handling objections and closing
 - Writing impactful and differentiated messages
- Practical workshop
 - Building a multichannel prospecting strategy
 - Creating automated sequences and personalised messages
 - Role plays, real-life scenarios and collective feedback

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CAREER OPPORTUNITIES, PATHWAYS AND FOLLOW-UP COURSES

At the end of the training, learners will be able to structure their sales strategy, efficiently generate and qualify leads, and improve conversion rates through a rigorous, modern and results-oriented approach.

TEACHING METHODS, RESOURCES AND SUPPORT

- Training delivered by professionals actively working in the digital field
- Varied and dynamic teaching methods (case studies, workshops, assignments)
- Individual support by the Experience team

TRAINING TOOLS

- High-performance digital tools: Google Workspace for Education, Edusign...
- Practical case studies based on real-life business situations

EVALUATION METHODS

- End-of-training assessment via quiz or project submission

RESULTS AND PERFORMANCE INDICATORS

- Satisfaction rate at the end of training: NA
- Individual progress rate: NA

ACCESSIBILITY

Accessibility for people with disabilities or specific difficulties, contact us to organize an interview and offer you a program adapted to your needs: handicap@crews-education.com

Accessibility to international attendants, contact us: international@crews-education.com

CONTACTS

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